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REPORT OF September 1982

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

(Number of companies reporting this month 58)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1982	411.1	- 10.5	- 2.5			
1981	421.6	+ 57.3	+ 15.7			
1980	364.3					
CUMULATIVE						
1982	2253.4	- 45.0	- 2.0			
1981	2298.4	+ 276.7	+ 13.7			
1980	2021.7					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1982	284.4	+ 56.1	+ 24.6			
1981	228.3	+ 49.9	+ 28.0			
1980	178.4					
CUMULATIVE						
1982	3125.8	- 220.6	- 6.6			
1981	3346.4	+ 685.7	+ 25.8			
1980	2660.7					-

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH: September 1982

(Millions of Dollars)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1982 Monthly	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1				250.4
1981 Monthly	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	255.4
1980 Monthly	120.0	159.9	186.3	219.3	197.0	216.7	254.0	304.2	364.3	388.7	243.6	139.1	224.6
1982 Cumulative YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4				
1981 Cumulative YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
1980 Cumulative YTD	120.0	279.9	466.2	685.5	882.5	1099.2	1353.2	1657.4	2021.7	2410.4	2654.0	2793.1	
ORDERS RECEIVED*													
1982 Monthly	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	284.4				347.3
1981 Monthly	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	371.8
1980 Monthly	289.3	289.5	438.3	601.9	253.1	214.5	219.6	176.1	178.4	169.6	117.4	86.2	295.6
1982 Cumulative YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3125.8				
1981 Cumulative YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
1980 Cumulative YTD	289.3	578.8	1017.1	1619.0	1872.1	2086.6	2306.2	2482.3	2660.7	2830.3	2947.7	3033.9	
CANCELLATIONS													
1982	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2				24.8
1981	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	10.9
1980	7.8	10.1	10.2	12.2	18.9	23.2	20.4	24.5	32.1	26.6	40.2	24.6	17.7
ORDERS ON HAND (End of Month)													
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	648.6				826.9
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	965.1
1980	237.7	357.1	581.0	1014.6	992.8	1009.4	915.5	764.0	551.1	305.3	140.6	58.7	713.7

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
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COMPANIES PARTICIPATING - 58

September 1982

AMF Wheel Goods Div.
Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Empire of Carolina
Entex
Ertl Company
Fisher Price
Fundamensions
Gabriel/Ideal
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Knickerbocker
Kusan
Lakeside/Cox
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
North Pacific
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Sanitoy
Schaper
Skilcraft
Steven
Superscope
Testor
Tomy
Tonka
Tyco
Wham-O